

# CMAP Elevator Speech and Talking Points

October 4, 2006

## The CMAP "Elevator Speech"

CMAP was formed because regional consensus emerged for taking a comprehensive, collaborative approach to planning. The new agency and its partners are removing barriers to cooperation across geographical boundaries, and across subject areas like land use, transportation, natural resources, and economic development. By understanding how these issues -- and our communities' futures -- are inter-related, CMAP wants to change the way planning is conducted in northeastern Illinois.

## Ten CMAP Talking Points

- 1. CMAP was created in 2005 by state law, with a mandate for integrating land-use and transportation planning.**
  - The Regional Planning Act passed unanimously in both houses of the General Assembly before being signed by the Governor in August 2005.
  - Mayors, county chairs other local officials, and business and public interest organizations gave broad support to formation of the new agency, which is a merger of the Chicago Area Transportation Study (CATS) and the Northeastern Illinois Planning Commission (NIPC).
  
- 2. CMAP was created by consensus, and it needs to act as a consensus builder by promoting good planning.**
  - As residents of the region, we may have very different backgrounds, and we may have occasional differences of opinion.
  - But we share a common goal -- for the region to prosper, in every sense.
  
- 3. To achieve not just growth, but progress, the metropolitan Chicago area must plan collaboratively to:**
  - House 2 million more people by 2030
  - Make wise transportation investments that mitigate congestion and provide transportation options
  - Deal with potential water shortages
  - Protect air quality
  - Avoid premature consumption of land
  - Protect important open space and natural resources
  - Aggressively shape a sustainable future rather than react to ongoing development trends

4. **The CMAP Board's vision is to provide the regional framework that will connect our land use to our transportation systems, preserve our environment, and sustain our economic prosperity.**
  - Our goal is to coordinate the efforts of regional policy makers and provide them with the best technical assistance and analysis available to improve the way decisions about investment and land-use are made in northeastern Illinois.
  - CMAP should be an agent for fundamentally changing the way planning occurs in Illinois.
  
5. **Working with our partners and using new tools, we can more effectively evaluate the impacts of decisions that we make on our communities and our quality of life.**
  - We need to better understand and communicate the relationships between land-use and transportation decisions and the significant impacts that they have not only on each other, but also on housing, economic and community development and our natural resources.
  - It is vital that CMAP provide leadership in viewing this decision-making through a comprehensive, systematic approach.
  - CMAP cannot achieve this vision alone, nor can it be done with a top-down approach. We will work to strengthen communication, cooperation, and partnerships to make the vision a reality.
  
6. **As the comprehensive planning body for Cook, DuPage, Kane, Kendall, Lake, McHenry and Will counties, CMAP has identified seven focus areas:**
  - Research and Analysis
  - Land Use
  - Transportation
  - Economic and Community Development
  - Environment
  - Housing
  - Human Services
  
7. **By focusing our resources in these areas, CMAP will address the region's most difficult planning challenges.**
  - **Population & Employment:** The region is at a crossroads, with 2 million additional residents and 1.2 million more jobs projected by 2030.
  - **Traffic and Congestion:** The region's residents spend 253 million hours and 151 million gallons of fuel sitting in traffic jams, at a cost to the region of \$4 billion annually.
  - **Land Use and Natural Resources:** Natural resources are abundant but under increasing pressure in the region.
    - If decentralized, low-density development trends continue, by 2030 an additional 337,000 acres will be developed — an area the size of Kane County.
  - **A Capital Plan for Illinois:** Transportation is the economy's backbone, but resources lag behind expenses

- Of \$60 billion expected for transportation in the region through 2030, more than 75 percent of the funds are needed just to maintain the current system.
- Transportation influences whether companies and individuals perceive northeastern Illinois as a desirable place to work and live.
- **Housing:** The lack of affordable housing near major employment centers contributes to traffic congestion, among other negative effects.
  - Housing costs for owner-occupied units increased 35 percent in the Chicago area from 2000 to 2004, yet household incomes increased only 5 percent.
- **Water Supply:** Lake Michigan is one of the world's largest fresh-water resources, serving the majority of the region's water needs.
  - However, the 2020 population forecasts indicate as many as 23 townships may suffer water deficits of varying severity over the next 25 years.
  - A statewide water-supply study was launched in June 2006, with over \$1 million approved by State of Illinois in FY06.
  - The local part of that statewide effort includes DNR, Metropolitan Planning Council, Openlands Project, counties, municipalities and CMAP.

**8. On September 1, 2006, the CMAP Board issued a strategic report on the agency's vision, governance, and funding.**

- The report is available at [www.chicagoareaplanning.org](http://www.chicagoareaplanning.org).
- This document is in no sense the final say on CMAP's strategic direction. It provides high-level policy "hooks" that we will use later, with our partners, to hang specific policy and program details upon.
- The legislature provided no funding in last year's Regional Planning Act, but it specifically called for us to submit a financial plan that would give the agency a solid foundation.
- Among our legislative priorities for the spring session will be to identify an adequate, stable source of funding for the new agency.

**9. CMAP's authorizing legislation states that the CATS Policy Committee will remain the MPO.**

- Transportation decision making will continue to be a collaborative effort between local officials, transportation providers and other partners.
- The CMAP Board and the MPO will share decision making and governance.
- CMAP and the MPO are drafting a joint statement of understanding, which will include a provision for resolving conflicts.

**10. Above all, we want to make CMAP's work relevant to our constituents across the metropolitan region.**

- That means building programs and capacities that potential sponsors want to fund and that facilitates good decision making at the local and regional levels.
- Yes, the issues are daunting, but we intend to show leadership right out of the box. Every day, we want to earn support for sound regional planning.